

## ORDER



**Orders**  
**Order / Rev:** 705983  
**Alt Order #:** 06272777  
**Product Desc:** DSCC/NELSON 4 SENATE  
**Estimate:** 544  
**Flight Dates:** 08/16/12 - 08/21/12  
**Original Date / Rev:** 08/13/12 / 08/13/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nelson, B/ DSCC/ D/Sen/FL  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	6	\$1,010.00	\$858.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$1,010.00	\$858.50	0.00
<b>Totals</b>	<b>6</b>	<b>\$1,010.00</b>	<b>\$858.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	4%	\$1,010.00
Market	100%	\$25,250.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	6%	\$1,515.00
WCWJ	0%	\$0.00
WJXT	35%	\$8,837.50
WTEV	47%	\$11,867.50
WTLV	8%	\$2,020.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	08/16/12	08/16/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	---T---	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$125.00		0.00			
E 2	WJXX	08/21/12	08/21/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1				\$125.00		0.00			
E 3	WJXX	08/16/12	08/16/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	---T---	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$130.00		0.00			

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 Estimate: 544

**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	08/20/12	08/20/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M- - - - -	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$130.00		0.00				
E 5	WJXX	08/16/12	08/18/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	- - - T- S-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - T- S-			2		\$250.00		0.00				
Totals													6	\$1,010.00	